

**ABSTRACT**

An integrated electroluminescent display device includes: at least one illumination assembly formed by a first set of layers, the illumination assembly including a first electrode, a second electrode, a layer of electroluminescent material disposed between the first and second electrodes, and a plurality of conductive leads connected to corresponding ones of the first and second electrodes, the first electrode being translucent; a printed circuit layer having a plurality of conductive segments connected to corresponding ones of the first and second electrodes via the conductive leads; and an electronic component layer including electronic components having electrical contacts connected to corresponding ones of the segments of the printed circuit layer, the electronic components providing for selective illumination of the illumination assembly, the printed circuit layer is disposed in a substantially parallel and contiguous relationship with the first set of layers.